



The Communicator

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“Make an Impact” at Governmental Affairs Conference (GAC)

The Credit Union National Association's (CUNA's) annual Governmental Affairs Conference (GAC) is the largest gathering of credit union professionals and volunteers that takes place in the nation each year. CUNA encourages credit union officials to “Make and Impact”. As participants in the GAC, they will gather and discuss important legislative and regulatory matters that will determine the future of the movement.

The 2007 program features outstanding speakers as well as the opportunity to hear about topics of importance from our Congressmen and Senators including House Financial Services Committee Chairman Barney

Frank (D-Mass.), House Majority Whip James Clyburn (D-SC), Sen. Joe Lieberman (I-Ct.), Rep. Paul Kanjorski (D-Pa.), National Credit Union Administration Chairman JoAnn Johnson, Fox News's Brit Hume, star of TV's “The West Wing” Martin Sheen, and Washington Post personal finance columnist Michelle Singletary.

This year a special offer has been made to help small credit unions attend this important event. Credit unions with assets of less than \$35 million will receive significant discounts for the (CUNA) – Governmental Affairs Conference (GAC). Small credit unions will

receive a 50% discount on registration for the GAC. The conference registration will cost them \$400, instead of the regular \$795.

For more information about hotel reservations for the GAC go to http://www.cuna.org/events/gac07/hotel_info.html. For additional information about the GAC in general go to <http://www.cuna.org/events/gac07/>.



President's Message

By Daniel F. Egan, Jr.

As we start a new legislative year, the League has been working on both the state and federal level to inform new legislators on the important services that credit unions provide to their constituents. In addition, the League is working with committee chairmen and House and Senate leadership to explain the legislation needs of credit unions in order to keep state and federally chartered credit unions competitive in today's financial marketplace.

Constant contact with legislative leadership is always necessary, especially when extraordinary circumstances arise, such as the recent breach of information on TJX accounts. This breach compromised information on millions of credit and debit card holders across the country, but especially in New England where the company is located. This most recent breach is further evidence of the immediate

need for federal legislation to make Visa and MasterCard responsible for enforcing security of information maintained by merchants, and to disclose breaches in a timely and complete manner in order to protect the card issuing institutions and consumers.

As a result of the TJX breach and the delay in notifying the public, many credit unions suffered a dramatic increase in the risk to their reputations, as credit union members' accounts were impacted and the credit unions notified members and, in many cases, issued new cards to all those affected. Unfortunately, credit union members attribute the inconvenience to the credit union rather than the merchant where the breach occurred.

Immediately following notification of the breach, the League contacted the Chairman of the House Financial Services Committee, Barney Frank. He is committed to moving a bipartisan bill through this committee, which we expect will address the issue of responsibility for security at the merchant level, timely notification of breaches when they occur, and

Continued on Page 2.

Inside . . .

Suspicious Activity Report (SAR) revised to support joint filing and reduce duplicate SARs

Ninth grade students learn real life budgeting lessons at CU 4 Reality Financial Literacy Fair

MemberClose continues to grow!

HR audits a New Year's resolution worth keeping

. . . and more!



New Hampshire Credit Union League



Legislative & Regulatory Notes

Suspicious Activity Report (SAR) revised to support joint filing and reduce duplicate SARs

The Financial Crimes Enforcement Network (FinCEN) and the federal banking agencies announced recently that the format for the Suspicious Activity Report by Depository Institutions (SAR-DI) has been revised to support a new joint filing initiative, which will reduce the number of duplicate SARs filed for a single suspicious transaction. The revisions are the result of a joint effort by FinCEN and the federal banking agencies.

Recently approved by the Office of Management and Budget, the revised SAR-DI format is being released to allow depository institutions subject to SAR filing requirements to begin initial planning for the effective implementation date of June 30, 2007. On this date, depository institutions will have the option of using either the existing or the revised SAR-DI formats. Use of the revised format for filing will become mandatory December 31,

2007. The ability to file using E-Filing, or electronic filing, is currently being finalized, as are the Magnetic Media Specifications.

Financial institutions can review and download the PC fill-in version (using Adobe Reader or Acrobat) from the FinCEN website at www.fincen.gov under "What's New." The accompanying form instructions contain critical "How to" information for completing the form. This form is approved and in final form, but it should not be filed until the actual effective implementation date of June 30, 2007.

Any questions regarding the revised format may be directed to the FinCEN BSA Forms Manager via the FinCEN Helpline at 1-800-949-2732 (option 6) or to the appropriate federal banking agency.

NCUA operating fee scale decreases for 2007

March will be the month federally insured credit unions will receive from the National Credit Union Administration (NCUA) invoices for the 2007 operating fees, and, if required, for the amount needed to adjust their National Credit Union Share Insurance Fund (NCUSIF) capitalization deposit to 1% of insured shares.

In a letter, the agency said natural person federal credit unions will see their 2007 assessment rate decrease 1.54% from the 2006 rate. The decrease primarily is due to federal credit union asset growth during 2006 and agency operating expenses being less than anticipated.

In addition, amounts for total assets within rate bracket categories have increased 3.25%. NCUA adjusts these amounts each year by the same percentage as the projected federal credit union asset growth in order to maintain the same relationship of the scale to the asset base.

The operating fee and the capitalization deposit adjustment will be based upon the assets and the insured shares, respectively, that credit unions report as of December 31, 2006.

Combined payment will be due no later than April 16, said NCUA.



President's Message - Continued from Page 2.

compensation for issuing institutions for costs in replacing cards.

In addition, the League has been working with management at CUNA Mutual Group (CMG) which provides insurance coverage on credit union card portfolios. The League is currently discussing options with CMG on litigation and legislation. Jeff Post, CEO of CMG, is scheduled to meet with Barney Frank to discuss the impact of the most recent breach on future insurance coverage for card issuing credit unions.

The League will continue to work on the issue of card breaches to create a more favorable environment for card issuing credit unions. This will be a priority on the federal level as we also work for regulatory relief and increased powers on both the state and federal level. The continued support of member credit unions by maintaining contact with local legislators and supporting the PAC is crucial to the League's success in the legislative arena.

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Ninth grade students learn real life budgeting lessons at CU 4 Reality Financial Literacy Fair

Five hundred and sixty ninth grade students from Nashua High School North got a reality check when it comes to salaries they expect to earn, expenses they will face and decisions they will need to make about purchasing items they want versus things they really need at the CU 4 Reality Financial Literacy Fair sponsored by Digital Federal Credit Union at the Nashua High School North's Media Center/Library in Nashua on Tuesday, January 9, the first of six fairs scheduled by various credit unions this upcoming spring.

Students completed a half-year in-school curriculum learning about finances, careers, calculating earnings and planning for expenses, and then put those skills to the test at the fair, meeting with mortgage lenders, auto dealers, utility companies and others who opened

on their own values, goals and resources.

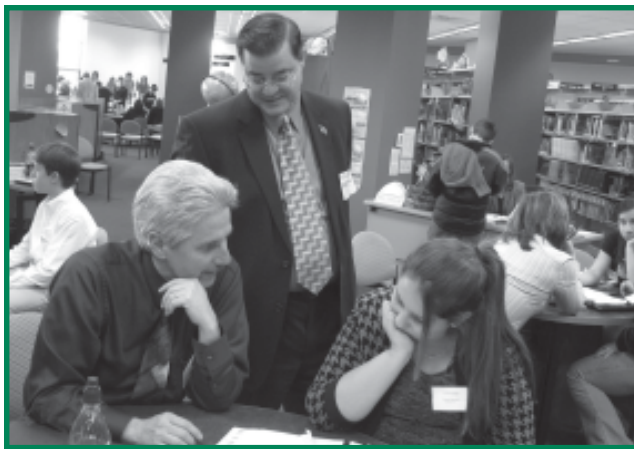
Nashua City Treasurer David Fredette who attended the event was impressed by the program and had an opportunity to interact with students as they visited the various booths.

Local businesses who participated in the fair included Credit Union Direct Lending, DCU Wellness Center, Eastern Boarder, PSNH, Verizon Wireless, and volunteers from many credit unions throughout New Hampshire.

Many students said after participating in the CU 4 Reality



Peggy Powell, executive director of America's Credit Union Museum (left) spends time reviewing a student's monthly budget plan and offer suggestions on how to live within his means.



Nashua City Treasurer David Fredette (standing) looks on while Doug Taylor (seated left) from Triangle Credit Union helps counsel a student on her monthly budget spending plan.

students' eyes to the real expenses they will face and the need to save and budget to live their desired lifestyles.

At the CU 4 Reality Financial Literacy Fair, each student received a pad folio detailing his or her personal information specific to their career choice. It included their monthly gross income and, after calculating their take home pay and creating a monthly spending plan, they progressed through the Media Center to booths representing various categories of expenses they can expect to incur. Students made decisions about what they would spend on various items such as food, clothing, housing, transportation, insurance, savings, entertainment, and credit. Based on their lifestyle scenario, they were also met with alternatives to help make choices based

Fair, they have a greater appreciation for what their parents do and a better understanding of costs associated with their own household and families.

The CU 4 Reality Financial Literacy Fair is part of a financial management program developed by the Financial Literacy Education Committee (FLEC) of America's Credit Union Museum (ACUM) in conjunction with the New Hampshire Credit Union League, and several teachers from R u n d l e t t

Middle School in Concord. The CU 4 Reality Financial Literacy Fair was held to get students involved in a hands-on event to propel them through the personal financial management process, including career selection, budgeting for housing, transportation, luxuries, and more.

"Spending money has never been easier than it is today, especially for America's young people," said Diana Wheeler, youth education specialist, Digital Federal Credit Union, and a member of the ACUM Financial Literacy Education

Committee. "Too many students are learning to live beyond their means, because only a fraction of them are learning to manage their personal finances in school."

According to information from JumpStart Coalition for Personal Financial Literacy, the average student who graduates from high school lacks basic skills in the management of personal financial affairs. Many are unable to balance a checkbook and most simply have no insight into the basic survival principles involved with earning, spending, saving, and investing.

Wheeler said the CU 4 Reality program creates a fun and interactive learning environment where students can practice



Stacy Bettencourt from Digital Federal Credit Union (right) explains the importance of savings to a student as they determine how much he should save of his salary each month.

specific financial management skills and learn early on the consequences of getting in over their heads when it comes to financial matters.



Social Responsibility

A note of thanks. . .by Meghan's mom Sue

As the Social Responsibility Committee is winding down from the Adopt-An-Angel program and ready to focus on spring activities for the Make-A-Wish Foundation of New Hampshire, the committee would like to share a thank you letter from a wish mom with the credit union community. *The Communicator* features these letters as a reminder to everyone of the wishes and dreams that the New Hampshire credit unions have helped make come true...Thank you!

"I have been asked often to share what Make-A-Wish means to us so this time I wrote it down because on the spot it's so hard to put into words.

The question is "What does Make-A-Wish mean to us?" Well that is extremely hard to describe. Meghan says PHENOMENAL.

I agree. It is extremely hard for me to vocalize what Make-A-Wish does for kids and families without the tears coming to my eyes.

Make-A-Wish tries to bring HOPE, STRENGTH, and JOY to kids fighting a grown up battle. I can tell you first hand that,



since we have been on our Make-A-Wish trip, our entire family has more hope, strength, and joy.

Hope - There are other families going thru similar things and they are doing ok, so we can.

Strength - Yes, you can do it. Yes, dreams do come true. Keep dreaming and believing and you can do anything.

Joy - Wishes put the fun back in the life of children struggling daily with major medical issues that kids shouldn't have to deal with.

Make-A-Wish provided and still provides a little magic and a miracle of Hope in lives of children and it always seems to come at the right time. I know our family has learned to take each day and enjoy it a little more. We focus more on the fun in life rather than the medical hardships. Meghan has also learned that she likes to help out at Make-A-Wish events and give back a little to other

families and community members.

So it is with all my heart that I thank the Make-A-Wish Foundation® of New Hampshire and all their donors, volunteers, and wish granters for everything they do."

Seacoast Credit Union extends holiday cheer to wish child Emily

Wish Child Emily, age 5, from Hampton visited the Seacoast Credit Union in October with a basket of goodies as part of the Make-A-Wish Foundation® of New Hampshire's special cookie thank you to all of the New Hampshire



Emily proudly displays her American Girl doll named Emily.

Credit Unions on International Credit Union Day.

Since that event, the credit union has developed a close relationship with Emily. When Emily returned from her Make-A-Wish trip to a Florida theme park, she visited

her friends at the credit union and shared the adventures of her trip with them. According to Seacoast Credit Union CEO Joanne Nadeau, "Emily is an absolute delight. She always entertains us when she visits the credit union." Emily visited the credit union again just before Christmas with her mom and brother Devin and delivered more homemade cookies. The credit union presented Emily with her very own American Girl doll named Emily.

Credit union volunteers help at Make-A-Wish holiday party

Credit union volunteers from Seacoast Credit Union were among the more than 400 people who participated at the Make-A-Wish Foundation® of New Hampshire's 2nd Annual Holiday Wish Family/Wish Granter Reunion held on Sunday, December 3, 2006 at The Jefferson Mill in Manchester. The event is held to bring families together to enjoy a fun day of activities, meeting new families, reuniting with their wish granters and other volunteers.

The event was held from 1:00 p.m. - 5:00 p.m. with music, entertainment, and a lot of fun. The activities included: crafts; a nail salon; a game room with prizes; Santa & Mrs. Claus; a bouncy house; coloring; gingerbread house

decorating; a movie room; balloons; magician, facepaint-ing; jewelry making; food; and more.

The volunteers from Seacoast Credit Union included Joanne Nadeau, Tiffani Watson, Cathy Rumford, and Jessica Cardinal. Joanne, Tiffani, and Cathy worked on the gingerbread house decorating area while Jessica lent a hand at the jewelry making station.

The League's Social Responsibility Committee will again solicit volunteers for the Holiday Reunion in December of this year.



Helping decorate gingerbread houses are Joanne Nadeau (far back right) and Tiffani Watson (far back left) from Seacoast Credit Union.

Manchester's historic West Side targeted for major revitalization

The City of Manchester, The Southern New Hampshire Planning Commission and St. Mary's Bank Credit Union announced the launch of one of the largest neighborhood revitalization initiatives in the history of Manchester, at a public meeting held January 17 at America's Credit Union Museum.

The multi-million dollar initiative is an economic revitalization plan that will focus on the Rimmon Heights neighborhood that surrounds Kelley Street on Manchester's West Side. The plan, drafted by the city and the Planning Commission, calls for improvements in six strategic categories: parks and green spaces, housing, business assistance, neighborhood identity and design, infrastructure, and security. As the sole financial partner in the initiative, St. Mary's Bank Credit Union will make available \$12 million in home improvement, first-time home buyer and commercial loans at below-market interest rates.

St. Mary's \$12 million loan program will extend beyond this targeted zone to include commercial and residential properties in Manchester lying west of the Merrimack River. Of the \$12 million program, \$5.5 million will be targeted toward commercial loans for capital equipment needs and commercial and investment real estate repair and refurbishment. A \$500,000 portion of the commercial loan allocation is provided by Amoskeag Industries in participation with St. Mary's Bank Credit Union, and designated specifically for the Rimmon Heights area targeted by the city and the Planning Commission. The remaining \$6.5 million is allocated for the home improvement loans and first-time home buyers.

The Rimmon Heights area is the first neighborhood selected as part of the City of Manchester's goal to create healthy, vibrant neighborhoods throughout the city. "Our strategy is to take a comprehensive approach that requires not just city government, but the involvement of financial institutions, local businesses, civic institutions and the residents themselves," says Robert Mackenzie, planning director for the City of Manchester.

Ronald Rioux, president/CEO of St. Mary's Bank Credit Union, recalls his first hearing of a plan to revitalize the West Side: "This area of the city was described to me as low- to moderate-income with increasing ethnic diversity. It immediately brought to my mind the original residents of this neighborhood, the Franco-American population that our credit union was founded to serve. These hard working families banded together with

community leaders to establish St. Mary's Bank Credit Union and the credit union movement in America a hundred years ago. So, for us to participate in revitalizing this neighborhood with today's residents is our mission coming full circle.

It is estimated that a full revitalization of the area will take at least five years, requiring the efforts of the private sector, the city and the people who live and work on the West Side.

Seacoast Credit Union holds grand opening for branch

Seacoast Credit Union held a grand opening for their branch in Exeter on November 15, 2006. In attendance at the event were New Hampshire Bank Commissioner Peter Hildreth; Exeter Town Manager Russ Dean; New Hampshire Credit Union League Retained Counsel Russ Hilliard; and Make-A-Wish Foundation® of New Hampshire CEO Julie Baron; as well as credit union directors, employees and members.

Julie and Seacoast Credit Union Chairman of the Board Michael McMahon are pictured cutting the money ribbon which was donated to the Make-A-Wish Foundation® of New Hampshire. The credit union presented Julie with a check for \$750.00.



2007 Volunteer Development Conference returns to Newport

Located in the heart of historic Newport, Rhode Island, overlooking Newport Harbor is the Newport Marriott, the host of this year's Spring Volunteer Development Conference scheduled for March 16 – 18.

Local and nationally known speakers will present an agenda that will challenge volunteers and management alike. Geared to draw out questions, they will provide a wealth of information that has been developed to make credit union managers' and directors' duties easier.

Speakers such as Jason Dias, Mike Schenk, Jack Vonder Heide and Carol Wakefield are some

of the presenters. Their sessions will include discussions on generational marketing, impact the new Congress will have on economic and operational issues, an update for Audit/Supervisory Committees, Member Business Lending, ROA, Financial Counseling and more.

The 2007 Spring Volunteer Development announcement was mailed in January. Remember, Newport is a favorite conference location. Register early and enjoy a weekend of challenging educational material, networking with old friends, and enjoying the sights, sounds and fine dining that are found in Newport.

HOLIDAY

The League office will be closed on Monday, February 19 for Presidents' Day. The League's regular office hours are Monday through Friday 8:00 a.m. - 5:00 p.m.



Agency Update

MemberClose continues to grow!

There are now nearly 100 credit unions using Members Insurance Agency's MemberClose program to gain a competitive edge in the home equity lending marketplace. This web-based program provides credit unions with the tools necessary to close these loans much faster and at a greatly reduced cost.

The MemberClose list of services includes the following:

- **Credit Bureau:** Credit unions are licensed with all three of the major credit repositories. The reports are available instantaneously and are formatted in an easy-to-read manner.
- **Automated Valuation Model (AVM):** Credit unions rely on the AVM instead of waiting for (and paying for) an outside appraiser to do the work. There are eight (8) AVM providers that work in a cascading fashion to ensure the highest possible "hit ratio".
- **Lien Reports** This is a report that insures the credit union's lien position, thus negating the time and expense associated with an attorney conducting a title search.
- **Flood Certifications:** There are four (4) flood certification providers built into the MemberClose platform. This ensures the highest probability of an automated flood cert.
- **Documentation Preparation:** Once the back office processing of the loan is complete, the credit union can point & click the Doc Prep tab and their customized and compliant loan documents are produced. The information that is resident in MemberClose pre-populates the documents, which greatly eases the preparation process.
- **Closing Services:** For members for whom closing at the credit union is not practical or convenient, a suite of closing services is available.
- **Recording Services:** Through MemberClose, the credit union can have its loans recorded in any of the more than 3,600 recording jurisdictions in the country.

MemberClose provides for the ultimate in flexibility. Credit unions simply log onto its secure website and then point & click their way through the lending process. The credit union selects only the specific services it needs for each loan that it makes. The end benefit of MemberClose is that these loans can be processed and closed at the desktop in minutes.

Getting started with MemberClose is easy too. There are no enrollment fees and there are no minimum transaction levels that must be met. Once the decision is made to start using MemberClose, a training session is scheduled. The training is short and simple, because the

CUDL unveils new brand, logo, website to credit union industry

CU Direct Corporation (CUDL), which administers the Credit Union Direct Lending (CUDL) program, the nation's largest point-of-sale and indirect lending network for credit unions, recently introduced their new brand and logo to the credit union industry.

"We have evolved as a company since 1994, and the new brand strategy affirms CUDL's success to date and helps position the company for continued growth in the future," said Tony Boutelle, president and CEO of the Rancho Cucamonga, California-based company. "The new brand represents and effectively communicates our continued focus on and dedication to helping credit unions successfully grow their auto lending programs and our commitment to developing the technology and products to achieve this goal."

At the center of the company's new brand strategy are its new trade name "CUDL" and new logo, rendered in the newly adapted corporate colors of blue and red. The trade name CUDL replaces the company's existing brand name, Credit Union Direct Lending, to strengthen company and brand awareness, as well as to create a formidable brand with which the industry, credit unions, dealers, members and consumers will be able to identify.

The company surveyed both credit unions and dealers for their awareness and use of the company brand, and found inherent brand equity with the name "CUDL" by both customers. By transitioning to the new trade name and logo the company, who they are and

system is so easy to use.

MemberClose is now available for all first mortgage loans too! With MemberClose the credit union can easily close mortgage loans anywhere in the country. MemberClose provides a centralized order and delivery system for flood determinations, all types of appraisals, title commitments, document preparation services, closing and recording services.

If you would like more information on how MemberClose can bring added efficiency and savings to your home equity and mortgage lending programs, please contact Bill Smith (bsmith@cucenter.org) of Members Insurance Agency at 1-888-746-2476.

what they do will be more easily recognizable by both credit unions and dealers.

The new CUDL logo has an abstract, contemporary appearance, integrating a hi-tech, automotive look and feel with a consumer/member-centric look. The logo also symbolizes the convergence of the company's technology with their marketplace and customers. The new logo includes the tag-line "Fast Friendly Credit Union Financing," which underscores and communicates the company's

position in the marketplace.

About the new CUDL brand and logo:

- *The logo incorporates the shape of a heart, which communicates warmth and caring, and is a strong extension of the company's new brand "CUDL" (pronounced "cuddle").*
- *The right side of the logo's "heart," in blue, depicts a steering wheel, with the "head," in red, above the left side of the "heart" representing a driver. In combination, these symbols represent the company's association with the auto industry, and their credit unions and their members.*
- *The swoosh and circle represent motion, alluding to technology, conveys CUDL's technology leadership. The colors of red and blue combined represent the company's goal of establishing the market's most recognized nationwide network.*

Simultaneous with the company's new brand launch, CUDL debuts its new corporate portal website (www.cudl.com), consistent with the company's new brand positioning. The new site design showcases CUDL's position as an industry and market leader, and provides user-friendly navigation.



HR audits: A New Year's resolution worth keeping

The holiday decorations have been put away, and New Year resolutions have been made – some kept and others broken already. Nevertheless, there is still one resolution worth making and keeping in 2007 – to safeguard the credit union by reviewing its HR function.

Start the year out fresh by having employees complete up-to-date personal information on address, phone number, cell number, and other information to be sure that the personnel files are accurate. Credit union management does not want to find out during a personal emergency that contact information is out of date! Likewise, it is a good time to have employees review beneficiary designations. Over time, family dynamics change: marriages, births, college graduations, divorces, and deaths happen. Be sure records reflect those changes. Again, this is not a mistake managements want to discover after the fact. In some cases, such as a 401(k) plan, the law mandates that an employee must have a spouse sign off on a beneficiary designation other than the spouse.

Conduct an audit of HR files. Be sure those responsible know what is required to be maintained in HR files – and what is excluded from those files. It is time to cull out dated warnings and ensure there is no medical or privacy information in the HR file itself. Medical records and records that detail an employee's disability need to be maintained separately. I-9 forms need to be maintained separately. In fact, audit the credit union I-9 file to be sure it, too, is in compliance during an HR audit!

Review HR forms and postings for compliance with State and Federal law. As quick examples, the minimum wage changed in Massachusetts and Rhode Island on January 1, 2007, and credit unions need to post this new rate. In 2006, there were policy and posting changes as a result of the Uniform Services Employment and Reemployment Rights Act (USERRA). Both the Federal and State governments have good websites that provide a list of required postings and samples for downloading.

Review the credit union's employee handbook to be sure it has all the policies required for the credit union's asset size, and that those policies are in compliance with any recent legislative changes.

Think about the lifecycle of an employee and review the credit union's processes accordingly. In other words, review the procedures, policies, and forms around recruiting, performance reviews, disciplinary action, and termination (including COBRA). If credit and background checks are conducted, be sure that the policy complies with the Fair Credit Reporting Act as well as proper authorization and notification forms. If references are checked, be sure they are signed, dated, and maintained in the HR file.

Review the performance evaluation process: are review forms signed and dated by both the manager and the employee? Is there a place for the employee to respond on that form? Does

the performance review tie back to a job description? Is the job description up to date and does it have adequate language to satisfy the Americans with Disabilities Act. Are employees properly classified with the 2004 changes in the Fair Labor Standards Act (FLSA)? For credit unions with over 50 employees, review the Family Medical Leave Act (FMLA) procedures, forms, and policies; and the credit union's Affirmative Action Plan requirements.

The League can provide support for HR Audits through its Audit Solutions service. For more information, contact auditsolutions@cucenter.org or Kathy Enderlin at (800) 842-1242. Whether credit unions conduct their own audits or outsource that project, make it a New Year's resolution to reduce the credit union's employment practices liability risk. It is as important as the need to lower cholesterol, exercise more, or lose those extra pounds!

REAL Solutions becomes signature program of NCUF

To further credit unions' efforts to serve low-wealth and modest means households, the National Credit Union Foundation (NCUF) has begun the national expansion of REAL Solutions as its signature program.

Over the next three years as a program of the Foundation, REAL Solutions is projected to help more than 2,000 credit unions in 33 states offer new products and services to attract more than 250,000 members from these largely untapped and underserved markets.

In the first half of 2007, NCUF plans to introduce REAL Solutions in at least 12 more states. Already NCUF has confirmation of participation from Connecticut, Indiana, Kansas, Massachusetts, Missouri, New Hampshire, New Mexico, New York, Oklahoma, Rhode Island, and Virginia. NCUF expects to be working on REAL Solutions with 15 leagues and almost 300 credit unions by the end of June.

REAL Solutions began in 2004 as a pilot program by the Filene Research Institute. After achieving success in three states (Wisconsin, Ohio and Maryland), Filene's intent was to spin off REAL Solutions to an organization that could expand the program to many other states.

In a historic meeting that set the direction of the credit union movement's largest charity for the next three years, the NCUF Board in June

2006 voted unanimously to adopt REAL Solutions as its signature program.

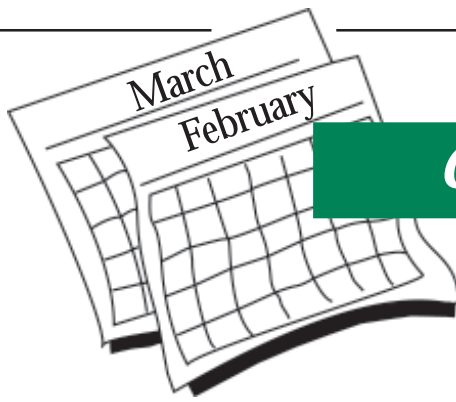
The spin-off to NCUF took place in early January. REAL Solutions National Program Director Lois Kitsch and National Learning Center/Database Manager Jeff Purvis have transferred from Filene to become employees of NCUF. They are recruiting a team of Field Coaches who will work with leagues to offer REAL Solutions products and services designed to help credit unions attract new members in their states.

In partnership with state credit union foundations, leagues, and the Corporate Credit Union Network, NCUF is now funding REAL Solutions through the Community Investment Fund (CIF). CIF is an award-winning investment that enables credit unions to earn returns while making charitable donations to NCUF and their states. Delfin emphasized that state credit union foundations and leagues can self-fund their REAL Solutions initiatives by promoting increased credit union investment in the CIF.

NCUF's three-year plan for REAL Solutions envisions new ways to reach out – including, but not limited to:

- **New partnerships** between leagues and NCUF. Partnerships will transfer proven

Continued on Page 8.



Calendar of Events

QUICKBITES

(one hour telephone conferencing)

February 6 - Home Equity Lending

February 13 - Be a Culturally Ready & Friendly

Employer: Insights into a Diverse Workforce

February 22 - Right to Financial Privacy Act

March 14 - Disciplining and Documenting Employees (2 Hours)

March 20 - Top 12 Collection Tips

Webinar

February 13 - Plastic Card Fraud

March 1 - Managing Your CU's Income Statement and Balance Sheet

Merrimack Valley Chapter Meeting

February 13, 2007

America's Credit Union Museum

Manchester, NH

Program: CEO Night - "Politics in NH"

Speaker: Senator Theodore Gatsas

CUNA's Governmental Affairs Conference

February 25-28, 2007

Washington Hilton Hotel

Washington, D.C.

Monadnock Chapter of Credit Unions Meeting

March 1, 2007

PapaGallos Restaurant

Keene, NH

Program: Collection Issues

Speaker: Attorney Larry Kane

Meeting Sponsor: Precision Credit Union

Merrimack Valley Chapter Meeting

March 13, 2007

Fratello's Restaurant

Manchester, NH

Program: Ensuring the Integrity of your HR Function

Speaker: Beverly Purtell

It's In the Cards - Plastic Card Forum

March 15-16, 2007

Mohegan Sun

Uncasville, CT

Spring Volunteer Development Conference

March 16-18, 2007

Newport Marriott Hotel

Newport, RI

Credit Union Employee Boot Camp

March 21, 2007

Credit Union Center

Marlborough, MA

New Hampshire Credit Union League Legislative Breakfast

March 28, 2007

New Hampshire Historical Society

Concord, NH

REAL...NCUF - Continued from Page 7.

business models, technology, and skills from REAL Solutions program consultants to dedicated league staff, who will in turn transfer proven models to member credit unions.

- **National workshops** where participants will meet directly with low-wealth families to hear their financial needs, then visit low-wealth neighborhoods. Credit union leaders will return home with turn-key products and services to serve low-wealth families in their communities.

- **Payday lending alternatives** with lower fees and attractive terms. REAL Solutions participants will have the option to offer a "Credit Union Stretch Pay Loan" as a lower-cost alternative to payday lenders.

- **REAL Solutions Learning Center** documenting the many ways credit unions reach out to the low-wealth market. Using tested research strategies, Filene and NCUF will make this database available to all credit unions and their support organizations. Filene and NCUF will also provide tools to help individual

credit unions identify how many low-wealth members they serve. The new site will share best practices so that credit unions in all states can benefit from the knowledge gained through REAL Solutions.

"REAL" stands for "Relevant, Effective, Asset-building, Loyalty-producing" Solutions. The program works through state leagues to help credit unions offer up to 20 products and services that have proven successful in delivering a comprehensive strategy to meet the financial needs of low-wealth families.

"REAL Solutions is customized for each potential membership," relates Kitsch, a Credit Union Development Educator (CUDE) who for the past two decades has led a wide variety of credit union outreach programs worldwide. "When adopting REAL Solutions, each league and each credit union determines the specific products and services they will offer and the specific market segments they will reach."

In striving to reach low-wealth households, REAL Solutions seeks an even broader target

market than other efforts focusing solely on "low-income." Research has shown that the low-wealth market includes not only lower-income consumers, but also consumers with moderate and middle incomes who have been unable to build significant savings or assets. REAL Solutions aims to help all of these consumers become credit union members, grow savings and accumulate assets that will generate wealth for their families.

To indicate the impact of REAL Solutions, the Filene Research Institute released a special report that documents results from REAL Solutions credit unions in the pilot states. *REAL Solutions: Solving the Financial Service Needs of America's Working Families* is available by contacting NCUF or the Filene Research Institute.

For more information on REAL Solutions, contact League Senior Vice President Bonnie Doolin at bdoolin@cucenter.org or (800) 842-1242.

REAL Solutions

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